

**Fig. 3**

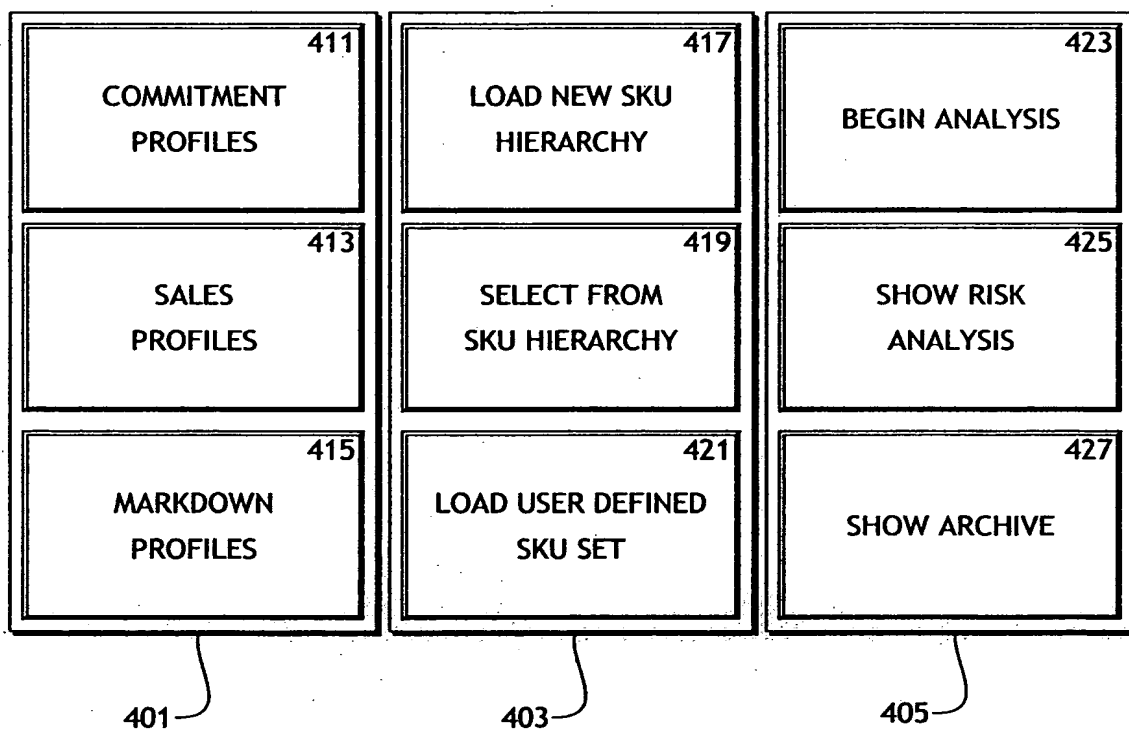


Fig. 12

430

SALES PROFILES												
NAME NUMBER	BASE CASE 1	TRICEP BAR 2	SKIPPING ROPE 3	AEROBIC WEIGHTS 4	CAST DISCS 5	ABDOMINI SER 6	EXERCISE MAT 7	HAND BARS 8	FISHING UMBRELLA 9	FREE WEIGHTS 10	RUCKSACK 11	FISHING NET 12
1	100	68.0	192.0	118.0	99.0	123.0	84.0	100.0	8.0	171.0	139.0	91.0
2	100	82.0	181.0	127.0	126.0	129.0	92.0	125.0	11.0	182.0	142.0	75.0
3	100	103.0	197.0	125.0	115.0	169.0	66.0	117.0	29.0	204.0	142.0	89.0
4	100	80.0	191.0	118.0	129.0	126.0	67.0	133.0	25.0	216.0	163.0	77.0
5	100	78.0	222.0	111.0	99.0	144.0	61.0	115.0	27.0	221.0	139.0	93.0
6	100	78.0	185.0	128.0	122.0	125.0	55.0	135.0	22.0	201.0	103.0	69.0
7	100	58.0	174.0	113.0	127.0	145.0	102.0	123.0	18.0	207.0	77.0	67.0
8	100	76.0	138.0	105.0	108.0	120.0	126.0	118.0	31.0	177.0	104.0	81.0
9	100	69.0	148.0	134.0	116.0	151.0	142.0	125.0	30.0	210.0	82.0	78.0
10	100	90.0	125.0	143.0	90.0	140.0	134.0	134.0	46.0	181.0	103.0	60.0
11	100	79.0	127.0	137.0	82.0	121.0	105.0	132.0	93.0	176.0	93.0	54.0
12	100	78.0	151.0	126.0	135.0	160.0	83.0	94.0	61.0	190.0	99.0	35.0
13	100	70.0	127.0	94.0	98.0	177.0	77.0	128.0	75.0	189.0	82.0	65.0
14	100	77.0	190.0	121.0	84.0	221.0	89.0	130.0	80.0	208.0	119.0	54.0
15	100	67.0	157.0	102.0	85.0	244.0	70.0	160.0	84.0	228.0	121.0	72.0
16	100	82.0	183.0	134.0	122.0	318.0	102.0	134.0	94.0	214.0	135.0	80.0
17	100	89.0	196.0	143.0	145.0	394.0	109.0	144.0	108.0	244.0	160.0	94.0
18	100	94.0	208.0	152.0	176.0	473.0	116.0	152.0	124.0	244.0	188.0	111.0
19	100	96.0	213.0	157.0	195.0	537.0	119.0	157.0	149.0	250.0	204.0	121.0
20	100	94.0	209.0	153.0	213.00	554.0	117.0	153.0	153.0	246.0	214.0	127.0
21	100	101.0	223.0	163.0	255.0	636.0	125.0	165.0	192.0	263.0	253.0	151.0
22	100	84.0	187.0	136.0	256.0	648.0	105.0	138.0	250.0	220.0	230.0	136.0
23	100	50.0	111.0	80.0	87.0	264.0	61.0	81.0	182.0	130.0	75.0	43.0
24	100	70.0	154.0	113.0	91.0	207.0	87.0	114.0	165.0	181.0	87.0	51.0
25	100	77.0	168.0	123.0	88.0	173.0	94.0	124.0	138.0	197.0	91.0	54.0
26	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
27	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
28	100	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Fig. 13

SELECT SKUS																			
CLASS		SUB CLASS		SUB CLASS		STYLE		STYLE		OPTION		OPTION		DESCRIPTION		NUMBER		SKU	
NUMBER DESCRIPTION		NUMBER		NUMBER		DESCRIPTION		NUMBER		DESCRIPTION		NUMBER		DESCRIPTION		NUMBER		SKU	
514	FOOD GIFTS	214	COOK SETS	351000	SIZZLER SE	3510004646	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE	20988272	SIZZLER SET: NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351002	BOOK SETS	3510027467	BOOK SETS:INDIA	21019915	BOOK SETS:INDIA:ONE SIZE	21019915	BOOK SETS:INDIA:ONE SIZE	21019915	BOOK SETS:INDIA:ONE SIZE	21019915	BOOK SETS:INDIA:ONE SIZE	21019915	BOOK SETS:INDIA:ONE SIZE	21019915	BOOK SETS:INDIA:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351002	BOOK SETS	3510027468	BOOK SETS:FREN	21019914	BOOK SETS:FREN:ONE SIZE	21019914	BOOK SETS:FREN:ONE SIZE	21019914	BOOK SETS:FREN:ONE SIZE	21019914	BOOK SETS:FREN:ONE SIZE	21019914	BOOK SETS:FREN:ONE SIZE	21019914	BOOK SETS:FREN:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351002	BOOK SETS	3510027476	BOOK SETS:ITALI	21019913	BOOK SETS:ITALIAN:ONE SIZE	21019913	BOOK SETS:ITALIAN:ONE SIZE	21019913	BOOK SETS:ITALIAN:ONE SIZE	21019913	BOOK SETS:ITALIAN:ONE SIZE	21019913	BOOK SETS:ITALIAN:ONE SIZE	21019913	BOOK SETS:ITALIAN:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351005	TORTILLA W	3510054646	TORTILLA WARM	20988781	TORTILLA WARMER:NO COL:ONE SIZE	20988781	TORTILLA WARMER:NO COL:ONE SIZE	20988781	TORTILLA WARMER:NO COL:ONE SIZE	20988781	TORTILLA WARMER:NO COL:ONE SIZE	20988781	TORTILLA WARMER:NO COL:ONE SIZE	20988781	TORTILLA WARMER:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351006	BAMBOO S	3510064646	BAMBOO SATAY	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE	20988937	BAMBOO SATAY SET:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351007	CHINESE DI	3510074646	CHINESE DIP SET	20988932	CHINESE DIP SET:NO COL:ONE SIZE	20988932	CHINESE DIP SET:NO COL:ONE SIZE	20988932	CHINESE DIP SET:NO COL:ONE SIZE	20988932	CHINESE DIP SET:NO COL:ONE SIZE	20988932	CHINESE DIP SET:NO COL:ONE SIZE	20988932	CHINESE DIP SET:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351009	NAAN SET	3510094646	NAAN SET:NO CO	20988938	NAAN SET:NO COL:ONE SIZE	20988938	NAAN SET:NO COL:ONE SIZE	20988938	NAAN SET:NO COL:ONE SIZE	20988938	NAAN SET:NO COL:ONE SIZE	20988938	NAAN SET:NO COL:ONE SIZE	20988938	NAAN SET:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351012	THAI TRAY	3510124646	THAI TRAY:NO C	21003306	THAI TRAY:NO COL:ONE SIZE	21003306	THAI TRAY:NO COL:ONE SIZE	21003306	THAI TRAY:NO COL:ONE SIZE	21003306	THAI TRAY:NO COL:ONE SIZE	21003306	THAI TRAY:NO COL:ONE SIZE	21003306	THAI TRAY:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351013	RICE STEA	3510134646	RICE STEAMER:N	20988934	RICE STEAMER:NO COL:ONE SIZE	20988934	RICE STEAMER:NO COL:ONE SIZE	20988934	RICE STEAMER:NO COL:ONE SIZE	20988934	RICE STEAMER:NO COL:ONE SIZE	20988934	RICE STEAMER:NO COL:ONE SIZE	20988934	RICE STEAMER:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351014	GARLIC BO	3510144646	GARLIC BOOK SE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE	21003302	GARLIC BOOK SET:NO COL:ONE SIZE
514	FOOD GIFTS	214	COOK SETS	351154	CIABATTA	3511549999	CIABATTA SET:N	20875492	CIABATTA SET:NO COLOUR:NO SIZE	20875492	CIABATTA SET:NO COLOUR:NO SIZE	20875492	CIABATTA SET:NO COLOUR:NO SIZE	20875492	CIABATTA SET:NO COLOUR:NO SIZE	20875492	CIABATTA SET:NO COLOUR:NO SIZE	20875492	CIABATTA SET:NO COLOUR:NO SIZE
514	FOOD GIFTS	610	CANT COOK	351100	CHILLI HOT	3511004646	CHILLI HOT SAU	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE	20988947	CHILLI HOT SAUCE:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351101	DOCTOR SC	3511014646	DOCTOR SCARY	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE	20988948	DOCTOR SCARY PICKLES:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351102	BEER SOUF	3511024646	BEER SOUP:NO C	20988949	BEER SOUP:NO COL:ONE SIZE	20988949	BEER SOUP:NO COL:ONE SIZE	20988949	BEER SOUP:NO COL:ONE SIZE	20988949	BEER SOUP:NO COL:ONE SIZE	20988949	BEER SOUP:NO COL:ONE SIZE	20988949	BEER SOUP:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351103	FRIDAY NIG	3511034646	FRIDAY NIGHT C	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE	20988951	FRIDAY NIGHT CURRY:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351104	KILLER CHIL	3511044646	KILLER CHILLI:N	20988952	KILLER CHILLI:NO COL:ONE SIZE	20988952	KILLER CHILLI:NO COL:ONE SIZE	20988952	KILLER CHILLI:NO COL:ONE SIZE	20988952	KILLER CHILLI:NO COL:ONE SIZE	20988952	KILLER CHILLI:NO COL:ONE SIZE	20988952	KILLER CHILLI:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351105	COWBOY BI	3511054646	COWBOY BEAN S	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE	20988960	COWBOY BEAN SOUP:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351106	WINE PIZZA	3511064646	WINE PIZZA:NO	20988961	WINE PIZZA:NO COL:ONE SIZE	20988961	WINE PIZZA:NO COL:ONE SIZE	20988961	WINE PIZZA:NO COL:ONE SIZE	20988961	WINE PIZZA:NO COL:ONE SIZE	20988961	WINE PIZZA:NO COL:ONE SIZE	20988961	WINE PIZZA:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351107	MEGA COFI	3511144646	MEGA COFFEE:N	20988962	MEGA COFFEE:NO COL:ONE SIZE	20988962	MEGA COFFEE:NO COL:ONE SIZE	20988962	MEGA COFFEE:NO COL:ONE SIZE	20988962	MEGA COFFEE:NO COL:ONE SIZE	20988962	MEGA COFFEE:NO COL:ONE SIZE	20988962	MEGA COFFEE:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351108	DRINK MIX	3511084646	DRINK MIX:NO C	20988963	DRINK MIX:NO COL:ONE SIZE	20988963	DRINK MIX:NO COL:ONE SIZE	20988963	DRINK MIX:NO COL:ONE SIZE	20988963	DRINK MIX:NO COL:ONE SIZE	20988963	DRINK MIX:NO COL:ONE SIZE	20988963	DRINK MIX:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351109	DRINK MIX	3540254646	DRINK MIX:B MA	21042549	DRINK MIX:B MARY:ONE SIZE	21042549	DRINK MIX:B MARY:ONE SIZE	21042549	DRINK MIX:B MARY:ONE SIZE	21042549	DRINK MIX:B MARY:ONE SIZE	21042549	DRINK MIX:B MARY:ONE SIZE	21042549	DRINK MIX:B MARY:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351110	HOT TOMA	3511104646	HOT TOMATOE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE	20988965	HOT TOMATOE SAUCE:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351111	CHILLIBEEF	3511114646	CHILLI BEER & N	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE	21009048	CHILLI BEER & NUTS:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351112	BREAKFAS	3557104646	BREAKFAST CER	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE	21020258	BREAKFAST CEREAL:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351113	SAUCE-CHI	3519174646	SAUCE CHICKEN:	21020260	SAUCE CHICKEN:NO COL:ONE SIZE	21020260	SAUCE CHICKEN:NO COL:ONE SIZE	21020260	SAUCE CHICKEN:NO COL:ONE SIZE	21020260	SAUCE CHICKEN:NO COL:ONE SIZE	21020260	SAUCE CHICKEN:NO COL:ONE SIZE	21020260	SAUCE CHICKEN:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351114	SAUCE-BUF	3545024646	SAUCE BURGER:	21020262	SAUCE BURGER:NO COL:ONE SIZE	21020262	SAUCE BURGER:NO COL:ONE SIZE	21020262	SAUCE BURGER:NO COL:ONE SIZE	21020262	SAUCE BURGER:NO COL:ONE SIZE	21020262	SAUCE BURGER:NO COL:ONE SIZE	21020262	SAUCE BURGER:NO COL:ONE SIZE
514	FOOD GIFTS	610	CANT COOK	351258	CHILLI HOT	3512589999	CHILLI HOT SAU	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE	20875546	CHILLI HOT SAUCE:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351201	SALAD DRE	3512014646	SALAD DRESSIN	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE	20988966	SALAD DRESSING KIT:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351202	OIL & VINEG	3512024646	OIL & VINEGAR	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE	20988967	OIL & VINEGAR RACK:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351203	OLIVES & DI	3512034646	OLIVES & DISH S	20988968	OLIVES & DISH SET:NO COL:ONE SIZE	20988968	OLIVES & DISH SET:NO COL:ONE SIZE	20988968	OLIVES & DISH SET:NO COL:ONE SIZE	20988968	OLIVES & DISH SET:NO COL:ONE SIZE	20988968	OLIVES & DISH SET:NO COL:ONE SIZE	20988968	OLIVES & DISH SET:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351204	ITALIAN BA	3512044646	ITALIAN BASKET:	20988969	ITALIAN BASKET:NO COL:ONE SIZE	20988969	ITALIAN BASKET:NO COL:ONE SIZE	20988969	ITALIAN BASKET:NO COL:ONE SIZE	20988969	ITALIAN BASKET:NO COL:ONE SIZE	20988969	ITALIAN BASKET:NO COL:ONE SIZE	20988969	ITALIAN BASKET:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351205	SPAGHETT	3512054646	SPAGHETTI JAR:	20988970	SPAGHETTI JAR:NO COL:ONE SIZE	20988970	SPAGHETTI JAR:NO COL:ONE SIZE	20988970	SPAGHETTI JAR:NO COL:ONE SIZE	20988970	SPAGHETTI JAR:NO COL:ONE SIZE	20988970	SPAGHETTI JAR:NO COL:ONE SIZE	20988970	SPAGHETTI JAR:NO COL:ONE SIZE
514	FOOD GIFTS	611	UMBRIA	351206	LAYERED P	3512067375	LAYERED PULSES	21000157	LAYERED PULSES:TALL:ONE SIZE	21000157	LAYERED PULSES:TALL:ONE SIZE	21000157	LAYERED PULSES:TALL:ONE SIZE	21000157	LAYERED PULSES:TALL:ONE SIZE	21000157	LAYERED PULSES:TALL:ONE SIZE	21000157	LAYERED PULSES:TALL:ONE SIZE

Fig. 14

450

ANALYSIS FUNCTIONS		SORT OPTIONS		LEVEL UP LEVEL DOWN		BACK	BASE ANALYSIS										END				
							TAKEN FROM HIERARCHY										WEEK 19	WEEK 24			
SKU NUMBER							SKU DESCRIPTION	NET COST (UNIT)	OSP (UNIT)	VAT (%)	S.O.H. (UNITS)	SALES ADJUSTED ACTUALS	CONTRACTED STOCK (INC SOO)	COMMIT -MENT	SALES	PROFILE	RE-BUY	PROFILE	RE-BUY	PROFILE	RE-BUY
20988272							SIZZLER SET: NO COL:NO SIZE	6.32	12.00	14.0	2060	1080.4	932			11					RE-BUY
21019915							BOOK SETS:INDIAN:ONE SIZE	3.77	7.00	0.0	6738	282.9	297			11					PROFILE
21019914							BOOK SETS:FRENCH:ONE SIZE	3.77	7.00	0.0	3079	212.8	205			11					RE-BUY
21019913							BOOK SETS:ITALIAN:ONE SIZE	3.77	7.00	0.0	3939	327.6	320			11					PROFILE
20998781							TORTILLA WARMER:NO COL:ONE SIZE	7.30	14.00	11.0	1029	292.2	278			11					RE-BUY
20998937							BAMBOO SATAY SET:NO COL:ONE SIZE	4.12	8.00	9.2	1019	156.2	186			11					PROFILE
20998932							CHINESE DIP SET:NO COL:ONE SIZE	6.02	10.00	17.5	2335	266.5	348			11					RE-BUY
20998838							NAAN SET:NO COL:ONE SIZE	6.27	12.00	10.0	736	72.6	74			11					PROFILE
21003306							THAI TRAY:NO COL:ONE SIZE	7.55	15.00	9.1	1359	204.8	206			11					RE-BUY
20998934							RICE STEAMER:NO COL:ONE SIZE	6.86	12.00	15.0	1016	323.6	379			11					PROFILE
21003302							GARLIC BOOK SET:NO COL:ONE SIZE	4.82	9.00	0.0	3103	434.7	394			11					RE-BUY
20875492							CIABATTA SET:NO COLOUR:NO SIZE	6.45	12.00	0.0	170	8.1	0			11					PROFILE

457

455

453

451

Fig. 15

OPTIONS	LEVEL UP LEVEL DOWN		BACK	WEEKLY SALE		460 { 467										
	SKU NUMBER	SKU DESCRIPTION		SALES PROFILE	PROFILE RE-BUY	WEEK 14	WEEK 15	WEEK 16	WEEK 17	WEEK 18	WEEK 19	WEEK 20	WEEK 21	WEEK 22	WEEK 23	WEEK 24
20988272	SIZZLER SET: NO COL:NO S	11	1	3500	1262	1405	1605	1802	1527	136						
21019915	BOOK SETS:INDIAN:ONE SIZ	11	5		568	581	390	438	1189	93						
21019914	BOOK SETS:FRENCH:ONE SI	11	5		460	470	316	355	962	75						
21019913	BOOK SETS:ITALIAN:ONE SI	11	5		708	724	487	547	1481	116						
20998781	TORTILLA WARMER:NO CO	11	5		341	380	434	487	413	37						
20998937	BAMBOO SATAY SET:NO CO	11	1		182	203	232	261	221	20						
20998932	CHINESE DIP SET:NO COL:O	11	1		311	347	396	445	377	34						
20998838	NAAN SET:NO COL:ONE SIZ	11	1		85	94	108	121	103	9						
21003306	THAI TRAY:NO COL:ONE SI	11	1		239	266	304	234	289	26						
20998934	RICE STEAMER:NO COL:ON	11	1	1500	378	421	481	540	457	41						
21003302	GARLIC BOOK SET:NO COL	11	1		508	565	646	725	614	55						
20875492	CIABATTA SET:NO COLOUR	11	1		9	10	12	13	11	1						

Fig. 16

470

SALES PROFILES												
NAME NUMBER	TEST 1	TRICEP BAR 2	SKIPPING ROPE 3	AEROBIC WEIGHTS 4	CAST DISCS 5	ABDOMONI SER 6	EXERCISE MAT 7	HAND BARS 8	FISHING UMBRELLA 9	FREE WEIGHTS 10	RUCKSACK 11	FISHING NET 12
1	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
15	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
16	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
17	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
19	0	0.0	0.0	0.0	0.0	0.0	0.0	430.0	700.0	0.0	270.0	0.0
20	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	760.0
21	0	0.0	0.0	0.0	1610.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
22	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
23	0	430.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
24	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
26	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
27	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
28	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Fig. 17

480

NAME NUMBER FIXED COST TYPE	MARKDOWN PROFILE											
	FULL PRICE 1				PROMOTION 2				CLEARANCE 3			
	PRICE (-VE)	SALES (+VE)	SCM?		PRICE (-VE)	SALES (+VE)	SCM?		PRICE (-VE)	SALES (+VE)	SCM?	
1	0	0			0	0			0	0		
2	0	0			0	0			0	0		
3	0	0			0	0			0	0		
4	0	0			0	0			0	0		
5	0	0			5	10			0	0		
6	0	0			0	0			0	0		
7	0	0			10	13			0	0		
8	0	0			0	0			0	0		
9	0	0			15	15			0	0		
10	0	0			0	0			0	0		
11	0	0			20	18			0	0		
12	0	0			0	0			0	0		
13	0	0			0	0			0	0		
14	0	0			0	0			0	0		
15	0	0			0	0			0	0		
16	0	0			0	0			0	0		
17	0	0			0	0			0	0		
18	0	0			0	0			0	0		
19	0	0			20	18	Y		50	50		
20	0	0			20	18			50	50		
21	0	0			0	0			50	50		
22	0	0			0	0			50	50		
23	0	0			0	0			50	50		
24	0	0			0	0			50	50		
25	0	0			0	0			0	0		
26	0	0			0	0			0	0		
27	0	0			0	0			0	0		
28	0	0			0	0			0	0		

Fig. 18



ANALYSIS FUNCTIONS		SORT OPTIONS		LEVEL UP LEVEL DOWN		BACK		515																									
								OPTION 1		OPTION 2		OPTION 3		520																			
SKU NUMBER		SKU DESCRIPTION		PROFILE		RE-BUY		PROFILE		RE-BUY		PROFILE		REF-BUY		SALES @ OSP		MARKDOWN /REPRICE COST		ACTUAL SALES INC VAT		NET COST PRICE VALUE		PROFIT POST MARKDOWN		UNITS SOLD		RESIDUAL STOCK		CLEARANCE MARKDOWN IN STOCK		TOTAL STOCK DEFICIT	
				1		2		3		4		5		6		7		8		9		10		11		12		13		14		15	
20988272	SIZZLER SET: NO COL-NO	1	0	2	1200	3	2400	53520	0	53520	28172	18775	4460	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21019915	BOOK SETS:INDIAN:ONE	1	0	2	1362	3	2624	13176	0	13176	7099	6077	1882	4580	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21019914	BOOK SETS:FRENCH:ONE	1	0	2	6195	3	1289	10668	0	10668	5748	4920	1524	2794	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21019913	BOOK SETS:ITALIAN:ONE	1	0	2	12615	3	2523	16422	0	16422	8848	7574	2346	4116	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20998781	TORTILLA WARMER:NO C	1	0	2	834	3	1788	29291	0	29291	15283	11105	2092	725	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20998937	BAMBOO SATAY SET:NO	1	0	2	351	3	702	8948	0	8948	4606	3588	1118	603	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20998932	CHINESE DIP SET:NO COL	1	0	2	72	3	144	19083	0	19083	11479	4762	1908	571	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20998838	NAAN SET:NO COL:ONE S	1	0	2	655	3	131	6241	0	6241	3260	2414	520	347	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21003306	THAI TRAY:NO COL:ONE	1	0	2	123	3	246	22000	0	22000	11074	9031	1467	138	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20998934	RICE STEAMER:NO COL:O	1	0	2	87	3	174	14280	0	14280	8279	9031	1467	138	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
21003302	GARLIC BOOK SET:NO CO	1	0	2	1865	3	376	28013	0	28013	8279	9031	1467	138	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
20875492	CIABATTA SET:NO COLOU	1	0	2	100	3	200	692	0	692	8279	9031	1467	138	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
503		505		511a		511b		513a		513b		515a		515b		521		523		525		527		529									
HIERARCHY LEVEL NUMBER/DESCRIPTION		501		503		505		511		513		515		520		525		527		529													
OUTPUT KPis, INCLUDING PROFIT, SALES, COST OF MARKDOWN AND RESIDUAL STOCK		501		503		505		511		513		515		520		525		527		529													



550

ANALYSIS FUNCTIONS	SORT OPTIONS	LEVEL UP LEVEL DOWN	BACK	RISK ANALYSIS										↔	
				SORTED AS IMPORTED											
SKU NUMBER	SKU DESCRIPTION	COMMIT -MENT	PROFILES SALES	OPTION 1 PROFILE	OPTION 2 RE-BUY PROFILE	OPTION 3 RE-BUY PROFILE	SALES RISK WORST (-%)	BEST (+%)	MARKDOWN RISK WORST (-%)	BEST (+%)	ACTUAL SALES INC VAT	PROFIT POST MARKDOWN	WORST CASE UNITS SOLD		
20988272	SIZZLER SET: NO COL:NO SIZE	0	11	1	2	3					£0	£0	0		
21019915	BOOK SETS:INDIAN:ONE SIZE	0	11	1	0	1	3500								
21019914	BOOK SETS:FRENCH:ONE SIZE	0	11	1	0	5									
21019913	BOOK SETS:ITALIAN:ONE SIZE	0	11	1	0	5									
20998781	TORTILLA WARMER:NO COL:ONE SIZE	0	11	1	0	1									
20998937	BAMBOO SATAY SET:NO COL:ONE SIZE	0	11	1	0	1									
20998932	CHINESE DIP SET:NO COL:ONE SIZE	0	11	1	0	1									
20998838	NAAN SET:NO COL:ONE SIZE	0	11	1	0	1									
21003306	THAI TRAY:NO COL:ONE SIZE	0	11	1	0	1									
20998934	RICE STEAMER:NO COL:ONE SIZE	0	11	1	0	1									
21003302	GARLIC BOOK SET:NO COL:ONE SIZE	0	11	1	0	1									
20875492	CIABATTA SET:NO COLOUR:NO SIZE	0	11	1	0	1									

553

RISK ANALYSIS CONTROL

PROFILES

MARKDOWN

STOCK

SALES

PERFORM RISK ANALYSIS

DONE

551

Fig. 21

ANALYSIS FUNCTIONS	SORT OPTIONS	LEVEL UP LEVEL DOWN		BACK	RISK ANALYSIS										↔	
		SORTED AS IMPORTED										↔	↔			
SKU NUMBER	SKU DESCRIPTION	PROFILES COMMIT -MENT	SALES	PROFILE	OPTION 1 RE-BUY	PROFILE	OPTION 2 RE-BUY	PROFILE	OPTION 3 RE-BUY	SALES RISK WORST (-%)	BEST (+%)	MARKDOWN RISK WORST (-%)	BEST (+%)	ACTUAL SALES INC VAT	PROFIT POST MARKDOWN	WORST CASE UNITS SOLD
20988272	SIZZLER SET: NO COL:NO SIZE	0	11	1	0	2	1	3500						£0	£0	0
21019915	BOOK SETS:INDIAN:ONE SIZE	0	11	1	0	2	5									
21019914	BOOK SETS:FRENCH:ONE SIZE	0	11	1	0	2	5									
21019913	BOOK SETS:ITALIAN:ONE SIZE	0	11	1	0	2	5									
20998781	TORTILLA WARMER:NO COL:ONE SIZE	0	11	1	0	2	1									
20998937	BAMBOO SATAY SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20998932	CHINESE DIP SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20998838	NAAN SET:NO COL:ONE SIZE	0	11	1	0	2	1									
21003306	THAI TRAY:NO COL:ONE SIZE	0	11	1	0	2	1									
20998934	RICE STEAMER:NO COL:ONE SIZE	0	11	1	0	2	1									
21003302	GARLIC BOOK SET:NO COL:ONE SIZE	0	11	1	0	2	1									
20875492	CIABATTA SET:NO COLOUR:NO SIZE	0	11	1	0	2	1									

**RISK ANALYSIS**

ERROR TEST

SALES (%)

UPLIFT (%)

WORST 20

BEST 10

OK CANCEL

555

**Fig. 22**